

kynect EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

December 9, 2014

Call to Order and Roll Call

The twentieth meeting of the Education and Outreach Subcommittee was held on Tuesday, December 9, 2014, at 1:30 p.m. in Conference Room D & E at the Kentucky Office of the Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 1:35 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood; Andrea Bennett; Julia Costich (phone); Susan Dunlap (phone); Malea Hoepf Young; Regan Hunt; Rich Seckel; Bill Wagner (phone); and Kathy Wheeler. Gabriela Alcalde, Patty Gregory, Tina McCormick, and Marcus Woodward were not present at the meeting.

Staff Present: Maria Brown, Nicole Comeaux, Jean Klinge and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the October 27, 2014, meeting, as amended, seconded, and approved by voice vote.

Recognition of New Chair

David Allgood replaced Tihisha Rawlins as Chairman of the Education and Outreach Subcommittee. Ms. Rawlins resigned from the subcommittee effective November 2014.

Update on 2015 Open Enrollment Chris Clark, kynect Program Manager, provided an update on the 2015 Open Enrollment Period. To date, there have been over 200,000 unique visitors to the kynect website, with an average of 9,000 to 14,000 unique visits daily; 17,966 new applications for coverage have been received, resulting in 14,202 new enrollments. Of those new enrollments, 10,000 are new Medicaid enrollees and 4,200 are Qualified Health Plan (QHP) enrollments. Since November 1, the kynect Contact Center has received 157,000 calls. Preliminary screening continues to be a popular tool on the website, with over 116,000 conducted. This tool has been enhanced for plan year 2015 to provide consumers an estimation of the amount of their Advanced Premium Tax Credit (APTC) and Cost Sharing Reduction (CSR) and when plans are reviewed consumers will see the premium cost offset by the estimated financial assistance. This added functionality is useful in allowing consumers to understand what their net premiums likely will be. The Kentucky Health Cooperative plans continue to be popular, but price is the driver of the market, and other issuers are gaining market share.

Release 1.0 of the kynect mobile app has been launched and has over 3,000 downloads to date. This version allows users to seek help near their home from agents or kynectors, shows scheduled enrollment events, and has an estimation calculator for eligibility and special discounts.

Update on kynect Retail Store

Nicole Comeaux, Deputy Executive Director, the Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), informed the subcommittee that 1,550 individuals have come into the kynect Retail Store and worked with an assister. About 3,300 people have come by the storefront, where greeters are stationed, and taken a giveaway or asked a generic question. The average is about 100 people per day coming in for assistance. The staffing model for the store is stabilizing.

Update on Mobile App Release 2.0

David South, Deloitte Digital Engagement Manager, updated the subcommittee members on the kynect mobile app, originally released on October 31, 2014. To date, there have been 1,740 downloads on iOS devices, and 1,592 for Android. The 2.0 release has been submitted to the app stores and are on hold by the developer until testing and revisions are completed. Version 2.0 allows those that have already created an account to log in to their accounts to check the status of their applications and view enrollment information. If verification documents are pending, constituents can take a picture of their documents with their phone and upload it directly to the system. There also is a more robust Frequently Asked Questions (FAQ) system added. Version 2.0 of the mobile app is focused on allowing consumers to be more self-service oriented in getting the help they need.

Discussion of Events and Outreach

Jean Klinge, Division Director, KOHBHIE, reported that plans are underway to bring together stakeholders and brainstorm about ways to better target and reach segments of the population, such as Young Invincibles. A number of webinars are upcoming with the first, . Healthcare 101, scheduled for December 11. The wait on the Call Center is about seven seconds, with the average call time being 12 minutes, 22 seconds. The call wait time is under five minutes for Tier 1.

The strategy for addressing questions regarding the 1095-A tax reporting documents is being formulated. The 1095-A documents must be mailed out by the end of January 2015.

Regan Hunt, Executive Director, Kentucky Voices for Health (KVH), briefed subcommittee members on her organization's story-banking program. KVH and Kentucky Equal Justice are collecting stories, doing audio and video, and releasing these stories to the public. A hardcover storybook detailing Kentucky's story of its successes in gaining health coverage will be produced.

New Business

The next meeting of the subcommittee is scheduled for January 21, 2015, at 1:30 p.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 3:00 p.m.